

## **Consultancy Agreement with Co-Founder and Director, Mike Ford**

**SYDNEY, AUSTRALIA** - SiteMinder (ASX:SDR) is pleased to announce that co-founder and director, Mike Ford, has accepted a consultancy role to support the continued growth and strategic direction of SiteMinder.

Mike Ford co-founded SiteMinder more than 15 years ago, and in his previous role as CEO, helped develop the business into a leading software provider that services more than 33,400 hoteliers spanning more than 150 countries. Mike Ford is currently a non-executive director on SiteMinder's board and will remain in that position.

Since November 2021, Mike Ford has been providing ad hoc consultancy services to SiteMinder and has been paid approximately \$49,600.

SiteMinder has today entered into a formal consultancy agreement with Reach Ventures Pty Ltd, an entity controlled by Mike Ford, to lend his industry expertise to SiteMinder and provide support on corporate development, strategy, and other key business functions.

The agreement is effective from 3 May 2022 and is for no fixed term, subject to termination by either party on two weeks' written notice. SiteMinder will pay Mike Ford a monthly consultancy fee of \$8,500 + GST and will reimburse him for pre-approved out-of-pocket expenses. The agreement includes terms that are customary for an agreement of its kind, including terms related to confidentiality and protection of intellectual property.

The terms of Mike Ford's existing role as non-executive director are unchanged.

This announcement was approved for release to the ASX by SiteMinder's board of directors.

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### **About SiteMinder**

SiteMinder Limited (ASX:SDR) is the world's leading open hotel commerce platform, ranked among technology pioneers for opening up every hotel's access to online commerce. It's this central role that has earned SiteMinder the trust of tens of thousands of hotels, across 150 countries, to sell, market, manage and grow their business. The global company, headquartered in Sydney with offices in Bangkok, Berlin, Dallas, Galway, London and Manila, generated more than 100 million reservations worth over US\$35 billion in revenue for hotels in the last year prior to the start of the pandemic. For more information, visit [siteminder.com](https://www.siteminder.com).

### **Investor information**

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